



# PHILIP MORRIS

INCORPORATED

100 PARK AVENUE, NEW YORK, N.Y. 10017

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## ADVERTISING

## SCHEDULE

NOVEMBER 4 - DECEMBER 23

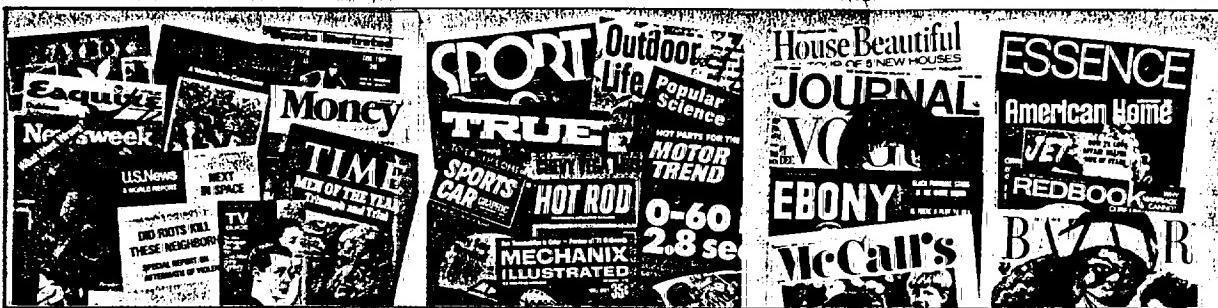
## 6TH SALES CYCLE

1974

★ ★ ★

MARLBORO      BENSON & HEDGES      PARLIAMENT  
VIRGINIA SLIMS      MULTIFILTER

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### NATIONAL PERIODICALS

ON SALE THIS CYCLE

MARLBORO

TV Guide

Time

Newsweek

U.S. News & World Report

People

Sports Illustrated

Playboy

Penthouse

Gulf

V.I.P. Magazine

Esquire

Popular Science

Popular Mechanics

Mechanix Illustrated

Sport

True

Sports Afield

Sporting News

Argosy

Outdoor Life

Field & Stream

VFW Magazine

American Legion

Motor Trend

Hot Rod

Car Craft

Road & Track

Travel

Family (Army Times)

Ladies Home Journal

Redbook

Ebony

Contact

Players

Girls' Sports

Compton's

Money

Travel & Leisure

New Times

VIRGINIA SLIMS

TV Guide

People

News

Ladies Home Journal

Redbook

Cosmopolitan

Vogue

Esquire

House & Garden

House Beautiful

MacCallum's Women's Group

Dear Modern Group

Southern Living

Ideal Women's Group

Glitter

Girl Talk

Ebony

Fashion Fair Program

Women's Sports

Essence

PARLIAMENT

TV Guide

Time

Newsweek

U.S. News & World Report

People

Sports Illustrated

Psychology Today

Money

Travel & Leisure

Saturday Review/World

Harpers

Atlantic

Woman's Day

BENSON & HEDGES

TV Guide

Time

Newsweek

U.S. News & World Report

People

Sport Illustrated

Esquire

Playboy

Penthouse

Viva

Ebony

Black Enterprise

Jet

Crises

Marlboro

Ladies Home Journal

Redbook

Cosmopolitan

Family Circle

Woman's Day

Womens Sports

American Home

Saturday Review/World

Atlantic

Psychology Today

Harpers

National Lampoon

Gourmet

Southern Living

National Jewish Monthly

MULTIFILTER

TV Guide

Time

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### LOCAL ADVERTISING REGION NO. 1

#### OUTDOOR\*

Parliament (November)	Boston	110 Posters
Benson & Hedges (December)	Hartford	25 Posters
	New Haven	32 Posters
	New York	191 Posters
	Providence	38 Posters
	Newark	240 Posters
Parliament (November) Benson & Hedges (December)	New York	1,800 2-Sheet Subway Panels
Marlboro (November) Parliament (December)	New York	500 King- Size Panels
Marlboro	New York	300 Subway Clocks
Marlboro	Rochester	5 Bulletins
	Bridgeport	2 Bulletins,
	Boston	23 Posters
	Buffalo	8 Bulletins,
		110 Posters
		4 Bulletins,
	Hartford	Erie County Stadium
		2 Bulletins
	New Haven	18 Posters
		4 Bulletins
	New York	13 Posters
	Providence	46 Bulletins
	Albany	6 Bulletins
	Atlantic City	34 Posters
		1 Bulletin
Marlboro	All Markets	REA Truck Panels
Benson & Hedges	New York	8 Bulletins

#### REGIONAL PERIODICALS

Benson & Hedges, Parliament	Boston	Boston Magazine
Benson & Hedges, Parliament	Boston New York	Playbill
Benson & Hedges; Marlboro, Parliament	New York	Cue
Benson & Hedges, Parliament,	New York	Lincoln Center Programs
Benson & Hedges, Parliament; Marlboro	New York	New York Magazine

\*Bulletin Dimensions:  
Bulletin (Permanent & rotating) - 12"x48' - 20"x70'  
Poster (30-Sheet Panels) - 12"x25'  
Kings (8-Sheet Panels) - 88"x85"  
2-Sheet - 45"x59½"

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## SUNDAY SUPPLEMENTS

### NATIONAL:

Family Weekly - Marlboro, Virginia Slims,  
Benson & Hedges  
Parade - Benson & Hedges, Marlboro,  
Virginia Slims  
Tuesday Dawn - Virginia Slims  
- Virginia Slims, Benson & Hedges

### LOCAL:

Buffalo	Courier Express	Parliament
Boston	Advertiser/Herald Traveler	Parliament, Benson & Hedges, Marlboro, Virginia Slims
Hartford	Courant	Parliament
New York	Long Island Newsday	Benson & Hedges Box, Marlboro, Virginia Slims, Parliament
	News	Benson & Hedges Box, Marlboro, Virginia Slims; Parliament
	Times	Parliament, Marlboro, Benson & Hedges Box
Newark	Star Ledger	Parliament
Providence	Journal	Benson & Hedges, Marlboro, Virginia Slims, Parliament
Rochester	Democrat & Chronicle	Benson & Hedges, Marlboro, Virginia Slims, Parliament
Syracuse	Herald American/ Post Standard	Parliament
Worcester	Sunday-Telegram	Benson & Hedges, Marlboro, Virginia Slims, Parliament

### NEWSPAPERS:

Boston	Globe, Herald American	Marlboro Menthol,
Bridgeport	Post Telegram	Marlboro Menthol
Hartford	Courant, Times	Marlboro Menthol
New Haven	Register	Marlboro Menthol
New York	News, Post, Times	Benson & Hedges Box, Marlboro Menthol
	Village Voice	Benson & Hedges Box,
Amsterdam	News	Benson & Hedges Box, Marlboro Menthol
Jamaica	Voice	Benson & Hedges Box, Marlboro Menthol
Newark	Afro-American	Benson & Hedges Box, Marlboro Menthol
	Long Island Newsday	Benson & Hedges Box, Marlboro Menthol
New Jersey	Paterson News	Benson & Hedges Box, Marlboro Menthol
	Trenton Times	Benson & Hedges Box, Marlboro Menthol
	Newark Star Ledger	Benson & Hedges Box, Marlboro Menthol

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